



JOB ANNOUNCEMENT

C&I Marketing & Communications Director

The Tennessee Department of Commerce and Insurance (TDCI) is seeking a marketing and communications professional. This position is responsible for assisting the C&I Marketing & Communications Administrator in implementing the annual communications plan, which includes the development and delivery of consumer protection and marketing strategies to promote the vision and mission of the Department. Further, this position will assist the Administrator in managing the Department's image by developing high level marketing campaigns that inform, educate and inspire engagement among key stakeholders.

Principal Job Duties and Responsibilities

- Responding to open records and media requests for comments and following up with media outlets about stories that impact or involve the Department.
- Creating a weekly media report and as needed, daily updates, for senior staff showcasing relevant news clips or the Department's appearance in various media outlets.
- Posting the Department's Disciplinary Action Report by the 15th of every month.
- Developing public and internal communications using press releases, media scripts, marketing materials and social media to improve outreach efforts in order to increase public awareness and positive perceptions of the Department.
- Assisting the Commissioner with writing speeches and creating messaging for speaking engagements and developing informational materials for presentations.
- Writing or co-writing scripts for the creation of public service announcements, departmental videos, and TV or radio commercials.
- Ensuring the Department's materials comply with the State of Tennessee's approved branding guidelines and are competently written with respect to grammar and punctuation.
- Assisting Administrator in managing the Department's social media channels using Hootsuite to ensure consistent posting. Creating social media posts utilizing metrics that show when the Department has the greatest organic engagement. Using hashtags and photos/graphics on social media in order to raise visibility.
- Coordinates periodic meetings of department-wide outreach staff to ensure messaging consistency and to provide appropriate direction relating to Department initiatives.

Preferred candidates have a journalism, communications, or marketing degree, exceptional written and oral communication skills and interpersonal skills, and the ability to establish priorities among changing agendas from the multiple divisions within the Department and external entities.

The salary range is \$3,924/mo - \$7,063/mo

Interested applicants should email a resume to Courtney Wallace at Courtney.Wallace@tn.gov by 12/4/2019.

Pursuant to the State of Tennessee's Workplace Discrimination and Harassment policy, the State is firmly committed to the principle of fair and equal employment opportunities for its citizens and strives to protect the rights and opportunities of all people to seek, obtain, and hold employment without being subjected to illegal discrimination and harassment in the workplace. It is the State's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (40 and over), sex, pregnancy, religion, creed, disability, veteran's status or any other category protected by state and/or federal civil rights laws.